



## *Case Study: Teknik Design & Remodeling* [teknikinc.com](http://teknikinc.com)

A screenshot of the Teknik Design & Remodeling website homepage. The header features the company logo on the left, a navigation menu with links for HOME, ABOUT, SERVICES, OUR PROCESS, GALLERY, BLOG, TEKNIKTUBE, and CONTACT, and a red "INSTANT QUOTE!" button on the right. The main content area shows a large image of a modern bathroom with white marble walls and a glass shower enclosure. A testimonial quote is overlaid at the bottom of the image.

TEKNIK  
DESIGN & REMODELING

HOME ABOUT SERVICES OUR PROCESS GALLERY BLOG TEKNIKTUBE CONTACT

**INSTANT QUOTE!**

"Kevin had so many design ideas that helped us envision what was right for our space. After entertaining a few more consultations with contractor companies

# Table Of Contents

- *Overview*
- *Objectives*
- *Strategy*
- *Results*



# Overview

*Teknik Design & Remodeling is a leading design and remodeling company specializing in [kitchen and bathroom remodeling]. With a commitment to quality craftsmanship and customer satisfaction, they sought to improve their online visibility and organic search rankings.*



# Objectives

- **Increase Organic Traffic:** Increase organic traffic to the website.
- **Keyword Optimization:** Optimize website content with relevant keywords to align with user search intent. Improve search engine rankings for key industry-specific keywords.
- **Improve User Experience:** Enhance on-page elements and technical aspects for a better user experience.

# Strategy

## **1. Keyword Research:**

*Conducted extensive keyword research to identify industry-specific and trending keywords. Prioritized keywords based on relevance, search volume, and competition.*

## **2. On-Page Optimization:**

*Implemented on-page SEO strategies, including optimizing meta titles, meta descriptions, and header tags with the identified keywords.*

## **3. Technical SEO:**

*Addressed technical SEO issues such as site speed optimization, mobile responsiveness, and XML sitemap creation to improve overall website performance.*





#### **4. Content Creation:**

*Developed and executed a content strategy to enhance the website's relevance and authority in the remodeling industry.*

#### **5. Link Building:**

*Executed a strategic link-building campaign to acquire high-quality backlinks from authoritative websites, improving domain authority.*

# ***Monitoring & Analysis***

## ***1 Traffic Analysis***

*Tracked organic traffic to monitor the impact of SEO efforts on website visits.*

## ***2 Keyword Ranking***

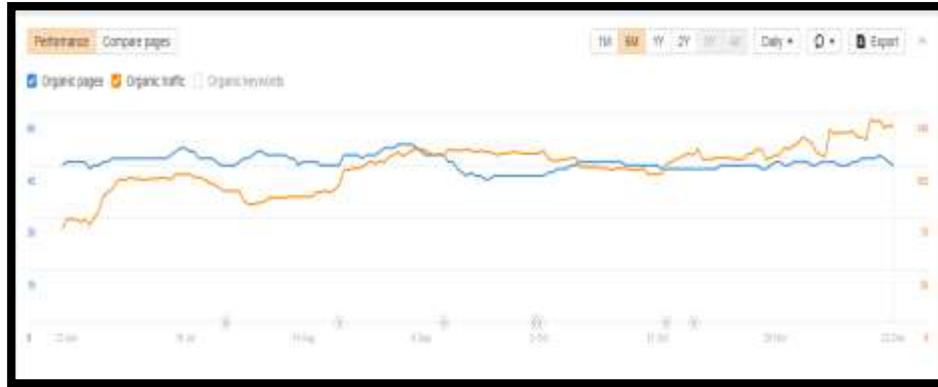
*Utilized SEO tools to regularly monitor keyword rankings and identify opportunities for further optimization.*

## ***3 User Engagement***

*Analyzed user engagement metrics, including bounce rate and time-on-page, to assess the effectiveness of on-page optimizations.*

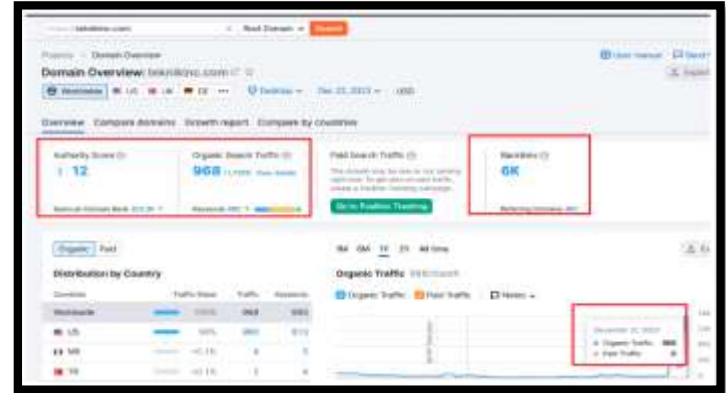
# Results

## Increased Organic Traffic



*Within the first six months, organic traffic to the Teknik website increased, leading to a broader reach and increased exposure.*

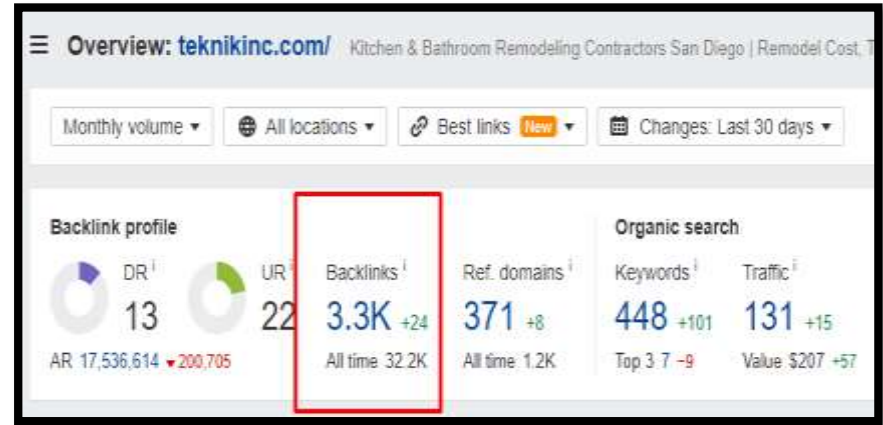
## Enhanced User Engagement



*The implementation of on-page optimizations and improved content led to a reduction in bounce rates, indicating higher user engagement.*



## Improved Backlink Profile



*In six months, implemented a backlink-building strategy that resulted in an increase in referring domains, increased domain authority, and increased online visibility for Teknik's website.*

## ***Improved Keyword Rankings***

| <b>Keywords</b>                        | <b>Ranking</b> |
|--|----------------|
| bathroom remodeling Cardiff by the Sea | 1              |
| kitchen remodeling Encinitas           | 5              |
| bathroom remodeling Carmel Valley      | 3              |
| kitchen remodeling La Jolla            | 6              |
| bathroom remodeling Scripps Ranch      | 8              |
| bathroom remodeling San Elijo Hills    | 5              |
| bathroom remodeling Tierrasanta        | 3              |
| kitchen remodeling Tierrasanta         | 6              |
| kitchen remodeling Carlsbad            | 8              |
| bathroom renovation Carlsbad           | 10             |
| small bathroom remodel Carlsbad        | 4              |

*Key targeted keywords experienced a significant improvement in rankings. Many keywords moved from the second or third page to the first page of search results.*

## ***A faster and more dependable outcome can be achieved through the use of SEO techniques***

*SEO, or Search Engine Optimization, is the process of optimizing a website or online content to increase its visibility and ranking in search engine results pages (SERPs). Here are some of the main benefits of SEO:*

- Increased website traffic*
- Improved user experience*
- Better ROI*
- Increased brand credibility*
- Targeted audience*
- Long-term benefits*

*Overall, SEO can help businesses of all sizes and industries to increase their online visibility, attract more traffic, and ultimately drive more sales and revenue.*